



Fast Facts

CALIFORNIA DEPARTMENT OF HEALTH SERVICES

PS14

PROJECT LEAN

The mission of Project LEAN (Leaders Encouraging Activity and Nutrition) is to increase healthy eating and physical activity among Californians to reduce the prevalence of chronic diseases, such as heart disease, cancer, stroke, osteoporosis, and diabetes. Project LEAN envisions Californians who are physically active, eating healthy foods, and living in communities that support healthy lifestyles.

Significant Statistics

- Poor diet and inadequate physical activity are the second leading cause of death in the United States, after smoking, and together account for at least 300,000 deaths annually.
- About a quarter of what adolescents eat is junk food - French fries and other deep-fried foods, desserts, regular soft drinks, candy, cookies, pies, and cakes.
- At least one child in five is obese. Studies have shown that 41 percent of obese 7 year olds become obese adults. More than 80 percent of obese adolescents remain obese adults.
- Nearly half of American youths ages 12 to 21 are not vigorously active on a regular basis.

Current Activities

Project LEAN works with 10 regions statewide to reach California's diverse communities through programs conducted by local physical activity and nutrition leaders. Project LEAN also convened a Statewide Steering Committee composed of health, industry, and media leaders to serve in an advisory capacity. The Steering Committee meets biannually.

Project LEAN's *Food on the Run* program is active in 30 low-income California high schools. The program is dedicated to increasing healthy eating and physical activity among underserved teens. *Food on the Run* trains students in nutrition, physical activity, policy, and the media. Students serve as advocates for increased healthy eating and physical activity options in the community.

Project LEAN is the lead agency for the community outreach segment of the *California Nutrition Network*, a social marketing campaign for healthy eating and physical activity

among low-income families. Project LEAN works with 10 regional coordinators to promote campaign messages through the media, grocery stores, and other community channels.

Goals of Project LEAN

- Create healthier communities through policy/environmental changes that support healthy eating and physical activity.
- Educate Californians about choosing healthier foods and being more physically active.
- Conduct research-based, consumer-driven nutrition and physical activity campaigns.
- Serve as leaders coordinating state and local efforts promoting nutrition and physical activity.

Project LEAN Materials

Jump Start Teens features interactive, cross-curricular lessons that integrate nutrition and physical activity into language arts, math, science, social studies, and more.

Playing the Policy Game highlights nutrition and physical activity policies in the school and community that teens can pursue with adult guidance. The booklet includes a collection of activities and success stories of California teens making nutrition and physical activity policy changes in their communities.

Shop, Cook, and Dine Lean highlights simple ways to shop smart, cook smart, and dine smart.

Food on the Run gives answers to some of the most commonly asked questions by parents on how to get teens to choose healthy foods and be physically active.

Real Women, Healthy Lives features California women who serve as role models for healthy eating and physical activity.

Contact Information

For more information about Project LEAN, call (916) 323-4742.